

AMENDED CLAIM SET

The claims have been amended as follows:

1. (currently amended) A broadcast receiver apparatus, comprising:

a separation unit separating, from a broadcast wave, video data, video associated data, and button data linked with the video associated data; and

a memory that accumulates the separated button data; and

a display unit displaying a video based on the video data, and also displaying a button associated with the button data ~~as the video changes in a course of a program~~, the display unit further displaying the linked video associated data when the button is selected by a user from the memory among the accumulated button data.

2. (currently amended) The broadcast receiver apparatus according to claim 1,

further comprising:

an infrared receive unit receiving a command from an external source through infrared radiation; and

a cursor move unit controlling movement of a cursor displayed by said display unit in response to the command received by said infrared receive unit,

a button data retrieval unit retrieving the button data associated with the button located at a position of said cursor from the memory among the accumulated button data,

wherein said display unit displays the video associated data corresponding to the button retrieved by said button data retrieval unit.

3. (currently amended) A broadcast receiver apparatus, comprising:

 a separation unit separating, from a broadcast wave, video, video associated data, and button data linked with the video associated data, the button data including a mail address and button information for mail body provided by a broadcaster;

a memory that accumulates the separated button data;

 a display unit displaying the video separated by said separation unit, and displaying a button on said video based on the button data;

 a mail production unit referring to button data corresponding to a button selected by a user to produce electronic mail automatically addressed to the mail address provided by the broadcaster and having the button information as the mail body; and

 a mail transmission unit transmitting the electronic mail produced by said mail production unit.

4. (currently amended) The broadcast receiver apparatus according to claim 3, further comprising:

 an infrared receive unit receiving a command from an external source through infrared radiation;

 a cursor move unit controlling movement of a cursor displayed by said display unit in response to the command received by said infrared receive unit; and

 a button retrieval unit retrieving a button located at a position of said cursor from the memory among the accumulated button data,

wherein said mail production unit refers to button data corresponding to the button retrieved by said button retrieval unit to produce said electronic mail.

5. (previously presented) The broadcast receiver apparatus according to claim 3, wherein said mail production unit produces said electronic mail using a template which can have any information required in a course of a program, corresponding to the button retrieved by said button retrieval unit.

6. (cancelled)

7. (previously presented) The broadcast receiver apparatus according to claim 5, further comprising:

a user information managing unit managing user information,
wherein said mail production unit produces said electronic mail using the template having information required in the course of the program based on user information under control of said user information managing unit.

8. (currently amended) A broadcast receiver apparatus, comprising:
a separation unit separating video data, and video associated data, and button data linked with the video associated data from a broadcast wave;
a memory that accumulates the separated button data;
a display unit displaying the video separated by said separation unit; and

a communication unit receiving a command from an external apparatus requesting for the video associated data, and transmitting the video associated data to the external apparatus to be displayed on the external apparatus.

9. (currently amended) The broadcast receiver apparatus according to claim 8, further comprising:

a still picture production unit producing a still picture from the video data,
~~wherein said separation unit further separates button data linked with the video associated data from the broadcast wave, and said communication unit transmits the button data retrieved from the memory among the accumulated button data~~ and the still picture produced by said still picture production unit to the external apparatus to be displayed on the external apparatus.

10. (currently amended) A broadcast receiver apparatus, comprising:

a separation unit separating, from a broadcast wave, video and button data;

a memory that accumulates the separated button data;

a display unit displaying the video separated by said separation unit;

a first communication unit, upon receiving an externally applied command from an external apparatus provided separately from the broadcast receiver apparatus and operated by a user, extracts to transmit the button data from the memory and transmits the extracted button data, and receiving an electronic mail from the external apparatus; and

a second communication unit transmitting the electronic mail received by said first communication unit.

11. (previously presented) The broadcast receiver apparatus according to claim 10, further comprising:

a still picture production unit producing a still picture from the video separated by said separation unit,

wherein said first communication unit transmits the button data included in the data separated by said separation unit and the still picture produced by said still picture production unit to the external apparatus.

12. (currently amended) A remote controller, comprising:

a communication unit receiving data and an image from an external apparatus, the external apparatus having a separation unit separating, from a broadcast wave, video as a source of the image, video associated data, and button data linked with the video associated data;

a memory that accumulates the separated button data;

a display unit displaying the image received by said communication unit and displaying a button on said image based on the button data; and

a select unit selecting a button displayed by said display unit, said display unit displaying the video associated data corresponding to the button selected by said select unit; and

a button data retrieval unit retrieving button data associated with the button selected by the select unit from the memory among the accumulated button data.

13. (previously presented) A remote controller, comprising:

a communication unit receiving data and an image from an external apparatus, and transmitting electronic mail to the external apparatus, the external apparatus having a separation unit separating, from a broadcast wave, video as a source of the image, video associated data, and button data linked with the video associated data, and a memory that accumulates the separated button data;

a display unit displaying the image received by said communication unit, and displaying a button on said image based on the button data;

a select unit selecting a button displayed by said display unit; and

a mail production unit referring to button data corresponding to the button selected by said select unit, and producing said electronic mail,

wherein the external apparatus retrieves, from the memory, button data that corresponds to the button selected by select unit.

14. (original) The remote controller according to claim 13, wherein said mail production unit produces said electronic mail using a template included in button data corresponding to the button selected by said select unit.

15. (original) The remote controller according to claim 13, wherein said mail production unit produces said electronic mail using a mail address included in button data corresponding to the button selected by said select unit.

16. (previously presented) The remote controller according to claim 13, further comprising:

a user information managing unit managing user information,
wherein said mail production unit produces said electronic mail based on user information under control of said user information managing unit.

17. (currently amended) A broadcast reception system, comprising:

a broadcast apparatus superposing video and data on a broadcast wave for transmission;
a broadcast receiver apparatus receiving the broadcast wave transmitted from said broadcast apparatus; and

a remote controller controlling said broadcast receiver apparatus said remote controller being provided separately from said broadcast receiver apparatus, said broadcast receiver apparatus including,

a separation unit separating video data and button data linked with the video associated data from data included in the broadcast wave transmitted from said broadcast apparatus,

a memory that accumulates the separated button data,

a display unit displaying the video based on the video data, and displaying a button associated with the button data,and

a select unit selecting a button displayed by said display unit in response to designation from said remote controller,and

a button data retrieval unit retrieving button data associated with the button selected by the select unit from the memory among the accumulated button data,

wherein said display unit displays the video associated data corresponding to the button selected by said select unit and retrieved by the button data retrieval unit.

18. (currently amended) A broadcast receiver apparatus, comprising:

a separation unit separating, from a broadcast wave, video, video associated data, and button data linked with the video associated data, the button data including button coordinates and expiration data associated with characters or objects entering in the video; ~~and~~

a memory that accumulates the separated button data; and

a display unit displaying the video, and also displaying a button placed at the coordinates associated with the characters or the objects entering in the video for a period of time determined by the button expiration data, the display unit further displaying the linked ~~video~~ ~~video~~ associated data when the button is selected by a user by retrieving the button data associated with the selected button from the memory among the accumulated button data.

19. (previously presented) The broadcast receiving apparatus according to claim 18, wherein the button data further includes an area associated with the characters or the objects, and

 said display unit further displays the area associated with the characters or the objects entering in the video as the button.